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JUN 22

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

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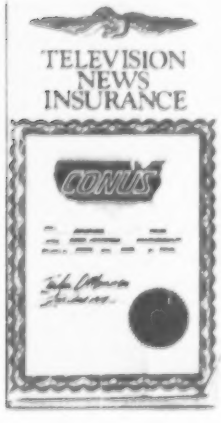
Between a rock and a hard place



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THE TOP 100 COMPANIES

WALL STREET REACTION MIXED TO NETWORK CABLE RULES

By Geoffrey Foisie

Most financial and cable trading sources seemed unimpressed by the FCC's decision allowing limited network ownership of cable systems. Of the three network parent companies, only Capital Cities/ABC was thought to be a likely buyer by those commenting. MSO stocks gained Friday as did market averages.

Not everyone thought the ruling was unimpressive. John Waller, president, Waller Capital Corp., said owning cable systems would help the networks offset their risks as they expand programing for the cable market. Waller said there are at least five MSO's the networks could buy under current rules.

However, most comments mirrored those of Lazard Freres partner Steven Rattner, who called the FCC decision "half a loaf." He continued: "The restrictions really eliminate the possibility of acquiring or investing in a major MSO." As for an MSO acquiring one of the networks, said Rattner: "I don't think there are any who have both the money and the interest."

With more than $1 billion in liquid assets which could, in turn, be leveraged several times through borrowing, Capcities/ABC is thought to be the most likely to invest in cable systems.

But the revised rules, particularly those limiting networks to no more than 50% of subscribers in a market (except where a competing multichannel operator exists), and the existing rule prohibiting common ownership of systems and TV stations in the same market, would limit the company's opportunities.

Whether NBC makes any purchases is more a mystery to outsiders. Said one major cable investor: "NBC is the wild card. Two years ago, I would have told you definitely they were interested; now I'm not so sure." Also possibly affected would be co-owned GE Capital, which has lent well over $1 billion to cable operators. ■

This Week

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The FCC voted unanimously last week to drop the ban on networks buying cable systems. Some restrictions apply.

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Fox 'affiliates' gather to talk about the fall schedule and rise in Fox fortunes.

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Rainbow Advertising Sales forms national ad sales team to sell package buys on SportsChannel regional services.

Columbia's first-run 'Beakman's Place' stakes dual broadcast/cable claim (p. 23)

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Senate Finance Committee approves legislation less favorable to broadcasters than House version but still providing tax break.

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BROADCASTING's exclusive look at the top companies in electronic communications, including breakouts of performance by industry segment.

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Broadcasting's Ratings Week 5 Jun 8-14

	ABC	CBS	NBC	FOX
MONDAY	9.9/18	11.1/20	9.8/18	NO PROGRAMING
8:00	47. FBI: Untold Str 8.6/16	29. Evening Shade 9.9/19	23. Fresh Prince 10.6/20	
8:30		33. Major Dad 9.7/17	29. Blossom 9.9/18	
9:00	27. ABC Monday Night Movie—The Color of Money 10.1/18	15. Murphy Brown 12.1/21	36. NBC Monday Night Movie—In the Line of Duty: Manhunt in the Dakotas 9.6/17	
9:30		20. Designg Wmn 11.4/19		
10:00		17. Northern Exposure 11.8/21		
10:30				
TUESDAY	14.0/26	9.8/18	8.4/15	NO PROGRAMING
8:00	11. Full House 12.5/26	25. Rescue: 911 10.3/20	70. Mann & Machine 5.7/11	
8:30	6. Home Improvmt 15.0/28			
9:00	1. Roseanne 17.2/30	37. CBS Tuesday Movie—Lonesome Dove, Pt. 2 9.5/17	44. Law and Order 8.8/15	
9:30	5. Coach 15.1/26			
10:00	14. Jack's Place 12.2/22		22. Dateline NBC 10.7/19	
10:30				
WEDNESDAY	8.3/15	9.8/18	14.0/26	NO PROGRAMING
8:00	45. Class Clowns 8.7/17	41. CBS Wednesday Movie—Lonesome Dove, Pt. 3 9.1/17	19. Unsolved Mysteries 11.6/23	
8:30				
9:00	31. Doogie Howser 9.8/17		3. NBA Finals Game 4—Chicago at Portland 16.0/29	
9:30	55. Anything B/Love 7.9/14			
10:00	59. Civil Wars 7.4/13	21. 48 Hours 11.3/21		
10:30				
THURSDAY	7.8/15	10.1/19	10.5/20	7.6/14
8:00	67. The Young Riders 5.9/12	39. Top Cops 9.3/19	47. Cosby 8.6/18	52. Simpsons 8.5/17
8:30			28. A Diffrnt World 10.0/20	65. Drexell's Class 6.2/12
9:00	72. MacGyver 5.6/10	24. CBS Thursday Movie—Lonesome Dove, Pt. 4 10.5/19	10. Cheers 13.4/24	55. Beverly Hills 90210 7.9/14
9:30			11. Wings 12.5/22	
10:00	17. Primetime Live 11.8/22		40. L.A. Law 9.2/17	
10:30				
FRIDAY	10.3/21	5.7/12	10.2/21	5.7/12
8:00	31. Family Matters 9.8/22	76. Sea World Special 5.5/12	80. Clinton for Pres 4.5/10	65. America's Most Wanted 6.2/14
8:30	33. Step By Step 9.7/21		84. Dear John 4.0/9	
9:00	47. Dinosaurs 8.6/17	69. Guiding Light Primetime Special 5.8/12	8. NBA Finals Game 5—Chicago at Portland 13.9/28	64. Sightings 6.4/13
9:30	47. Baby Talk 8.6/17			83. Hidden Video 2 4.1/8
10:00	13. 20/20 12.4/24	70. Secrets of Husbands and Wives 5.7/11		
10:30				
SATURDAY	4.9/11	5.6/12	8.6/19	5.4/12
8:00			53. Golden Girls 8.2/19	67. Cops 5.9/14
8:30	78. ABC Saturday Night Movie—Best Defense 5.2/12	72. CBS Saturday Movie—Born on the Fourth of July 5.6/12	55. The Torkelsons 7.9/18	62. Cops 2 6.7/15
9:00			37. Empty Nest 9.5/21	77. Code 3 5.3/12
9:30			33. Nurses 9.7/21	85. Vinnie & Bobby 3.7/8
10:00	82. Genesis: Opening Night 4.2/9		53. Sisters 8.2/18	
10:30				
SUNDAY	7.0/13	14.0/26	13.4/26	5.5/10
7:00	72. Life Goes On 5.6/12	9. 60 Minutes 13.5/29	6. NBA Finals Game 6—Portland at Chicago 15.0/29	86. True Colors 3.3/7
7:30				87. Parker Lewis 3.2/7
8:00	45. Am Fun Hme Vid 8.7/17	16. Murder, She Wrote 12.0/22		62. In Living Color 6.7/13
8:30	47. Am Fun People 8.6/15			72. Roc 5.6/10
9:00	61. ABC Sunday Night Movie—Scruples I 6.9/12	4. CBS Sunday Movie—Shattered Dreams 15.2/27		43. Married w/Childn 8.9/15
9:30				60. Herman's Head 7.1/12
10:00			26. Seinfeld 10.2/18	79. Std by Your Man 4.7/8
10:30			58. Quantum Leap 7.6/15	81. Get a Life 4.3/8
WEEK'S AVGS	8.8/17	9.6/18	10.8/21	5.9/12
SSN. TO DATE	11.8/20	13.1/22	12.0/20	7.8/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

KMGH-TV Denver, and before that, KUTV-TV Salt Lake City. Seethaler said that as a general manager, he had previously worked with cable operators.

Cable Media will take over Katz's existing arrangements to rep the all-news channel in Washington and cable operations in Wichita, Kan., Syracuse, N.Y., and El Paso, Tex. However, any joint-buys involving both a cable system and a TV station would still be handled by Katz Television, said Seethaler.

John Orr, director of Katz Cable, and the division's other employes are now working at Cable Media, which last year opened an office in Toronto. The firm has repped the Detroit cable interconnect. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KAQQ(AM)-KISC(FM) Spokane, Wash., and KWG(AM)-KSGO(FM) Stockton-Tracy, Calif. □ Sold by The Home News Co. to Silverado Broadcasting Corp. for $3.95 million cash. **Seller** is headed by William W. Boyd, and owns two AM's, two FM's and two TV's. **Buyer** is headed by Ron Miller, who owns KVIQ(TV) Eureka, Calif., and John Winkel, former station general manager and former executive at EZ Communications. KAQQ is fulltimer with MOR format on 590 khz. KISC has contemporary format on 98.1 mhz with 94 kw and antenna 2,030 feet above average terrain. *Broker: Media Venture Partners.*

WTBB(FM) Bonifay, Fla. □ CP sold by Mary Lake Communications Inc. to Group M Communications Inc. for $682,405. Terms: $10,000 cash at closing; $210,000 nine-year promissory note at 10%, and $462,405 seven-year noncompete covenant. **Seller** is headed by John C. Culpepper III, and has no other broadcast interests. **Buyer** is headed by Christopher L. Murray, who is account executive at WTBB. WTBB has AC format on 97.7 mhz with 3 kw and antenna 298 feet above average terrain. *Broker: MediaOne Inc.*

KFRU(AM) Columbia, Mo. □ Sold by KFRU Inc. to Columbia AM Inc. for $448,841, assumption of debt. **Seller** is headed by Bill Weaver, and has no other broadcast interests. **Buyer** is headed by Alan M. Germond. Principals James D. Baugher (7.5%) and John E. Ott (5%) own KWHN(AM)-KMAG(FM) Fort Smith, Ark. KFRU is fulltimer with news, talk format on 1400 khz with 1 kw.

WHBB(AM)-WDXX(FM) Selma, Ala. □ Sold by Holder Communications Corp. of Alabama to BroadSouth Communications Inc. for $400,000. Stations are first of four AM-FM combos of parent company GMX Corp., a concrete company, to be sold under receivership of media broker Gary Stevens. Other stations are KLCL(AM)-KHLA(FM) Lake Charles, La.; WNAU(AM)-WWKZ(FM) Tupelo, Miss., and WHNK(AM)-WRLT-FM Nashville. **Buyer** is headed by partners James Reynolds, Joseph Henry and Robert Roberts, local businessmen with no other broadcast interests. WHBB is fulltimer with classic rock format on 1490 khz with 1 kw. WDXX has country format on 100.1 mhz with 6 kw and antenna 327 feet above average terrain. *Broker: Gary Stevens & Co.*

For other proposed and approved sales see "For the Record," page 59.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $1,162,830 □ 5

FM's □ $687,405 □ 2

AM-FM's □ $4,385,000 □ 4

TV's □ $0 □ 0

Total □ $6,235,235 □ 11

1992 to Date:

AM's □ $37,886,365 □ 95

FM's □ $63,957,543 □ 109

AM-FM's □ $128,874,805 □ 71

TV's □ $1,114,316,620 □ 33

Total □ $1,345,035,333 □ 308

For 1991 total see Jan. 27, 1992 Broadcasting.

CLOSED!

KVOY-AM/KTPI-FM, Lancaster-Palmdale, California from HPW Communications, to The Park Lane Group, for $1,770,000.

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Broadcasting's

Top 100 Companies

in Electronic Communications

Only about half the Fifth Estate economy suffered in the recession last year. Analyzing, for the first time, the performance of the Top 100 companies by industry segment, BROADCASTING's exclusive annual survey of electronic communications found that every MSO sported higher revenue in 1991 than the year before. Programing companies, including cable networks, also benefitted from the MSOs'—and their subscribers'—largess. As a result, two of the three largest companies are now cable-related: Time Warner and Tele-Communications Inc. The half that didn't fare so well last year were the cyclically sensitive equipment companies and the broadcast station and network operators. As revenues fell, so did operating income, in fact, operating income for cable operators came close to equalling that of a much larger number of broadcasters. ***–GF,SDM***

1 Time Warner 2 Capital Cities/ABC 3 TCI 4 General Electric 5 CBS 6 Sony 7 Matsushita 8 Viacom 9 Turner Broadcasting 10 News Corp 11 Continental 12 Home Shopping Network 13 QVC Network 14 Paramount 15 The Walt Disney Co 16 GI Corp 17 Westinghouse 18 Comcast 19 Tribune 20 SCI Holdings 21 Cablevision Systems 22 Times Mirror 23 Ampex 24 King World Productions 25 Harris Corp 26 Saatchi & Saatchi 27 Multimedia 28 Gaylord Entertainment 29 Gannett Co 30 Scientific-Atlanta 31 Scripps Howard 32 WPP 33 Cablevision Industries 34 Washington Post 35 Tektronix 36 Interpublic 37 Omnicom 38 Dun & Bradstreet 39 3M 40 BHC Communications 41 Century 42 Adelphia 43 GM Hughes 44 Great American Communications 45 SCI Television 46 Control Data 47 AH Belo 48 Grey 49 Pinelands Inc 50 Media General 51 PESA Chyron 52 Westwood One 53 Eastman Kodak 54 Infinity Broadcasting 55 Telemundo Group 56 TKR Cable 57 LIN Broadcasting 58 Malrite Communications 59 TCA Cable 60 Foote, Cone & Belding 61 Jefferson-Pilot 62 Charter Co 63 International Family Entertainment 64 Meredith Corp 65 Pulitzer 66 Liberty Media 67 Varian 68 ML Media 69 Jones Intercable 70 McGraw-Hill 71 Renaissance Communications 72 Zenith 73 Comsat 74 C-TEC 75 Liberty Corp 76 Lee Enterprises 77 Park Communications 78 Ackerley Communications 79 American Family 80 Clear Channel 81 Jacor Communications 82 Reuters 83 IDB 84 Heritage Media 85 The New York Times Co 86 Republic Pictures 87 Falcon 88 Unitel Video 89 ML Opportunity 90 dick clark productions 91 Outlet Communications 92 Motorola 93 Granite Broadcasting 94 Burnup & Sims 95 Gillett Holdings 96 Northstar Television 97 Fairmont Communications 98 All American Communications 99 Playboy Enterprises 100 C-COR

The following charts rank companies by their Electronic Communications Index (ECI) revenue—the revenue each company derives from broadcasting, cable, programing, equipment and other related communications activities. The Broadcasting and Cable charts also detail the operating income that those companies derive from ECI activity. To determine ECI data, BROADCASTING relies on estimates provided by the companies, securities analysts and industry associations. NM = not meaningful; NA = not available.

BROADCASTING

ECI Rank		'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 ECI Income (in millions)	'91 Total Net Earnings (in millions)	% Chg. in Net from '90
1	Capital Cities ABC	$4,329.7	1%	80%	$669.7	$343.5	-28%
2	General Electric	$3,121.0	-4%	7%	$209.0	$2,636.0	-39%
3	CBS	$3,035.0	-7%	100%	($271.3)	($85.8)	NM
4	News Corp.	$1,300.0	24%	27%	$250.0	$367.6	45%
5	Westinghouse	$707.0	-6%	6%	$115.6	($1,086.0)	NM
6	Tribune	$617.5	-1%	30%	$100.2	$142.0	NM
7	Multimedia	$395.4	14%	75.4%	$132.3	$48.4	6%
8	Gannett Co.	$357.4	-10%	11%	$61.7	$301.6	-20%
9	Scripps Howard	$348.5	7%	100%	$58.3	$24.1	-20%
10	Washington Post	$323.0	-1%	23%	$84.1	$70.8	-59%
11	BHC Communications	$262.6	-6%	100%	$0.5	$108.1	-78%
12	Great American Commun.	$211.5	-5%	100%	$18.4	$92.0	NM
13	SCI Television	$208.8	-11%	100%	$20.3	($98.9)	NM
14	A.H. Belo	$181.8	-6%	42%	$41.6	$12.4	-58%
15	Pinelands Inc.	$166.2	-8%	100%	($2.9)	($5.3)	NM
16	Infinity Broadcasting	$135.3	5%	100%	$27.5	($6.0)	NM
17	Telemundo Group	$134.3	5%	100%	($241.5)	($275.0)	NM
18	LIN Broadcasting Corp.	$129.4	-4%	86%	$45.3	($170.2)	NM
19	Mairite Communications	$128.2	-3%	100%	$11.5	($25.4)	NM
20	Jefferson-Pilot	$125.0	-2%	11%	$18.0	$175.7	11%
21	Meredith Corp.	$109.1	-2%	15%	$21.0	$83.1	NM
22	Pulitzer	$109.0	-6%	28%	$17.8	$10.6	-16%
23	McGraw-Hill	$98.1	-6%	5%	$25.9	$148.0	-14%
24	Renaissance Commun.	$88.9	-1%	100%	$0.6	$13.5	NM
25	Liberty Corp.	$71.4	-5%	23%	$11.2	$30.1	20%
26	Lee Enterprises	$69.7	-2%	20%	$10.1	$31.5	-28%
27	Park Communications	$67.0	-7%	45%	$13.0	$11.9	-37%
28	Ackerley Communications	$66.6	5%	42%	($12.2)	($39.1)	NM
29	American Family	$64.4	-8%	2%	$11.8	$148.7	27%
30	Clear Channel	$64.3	6%	100%	$11.8	$1.1	NM
31	Jacor Communications	$64.2	-20%	100%	$6.1	$1.5	NM
32	Heritage Media	$51.2	1%	23%	$10.2	($15.0)	NM
33	The New York Times Co.	$47.9	-6%	3%	$16	$47.0	-28%
34	Outlet Communications	$39.4	-15%	100%	$4.6	($9.3)	NM
35	Granite Broadcasting	$33.4	-3%	100%	$6.0	($8.5)	NM
36	Gillett Holdings	$30.9	-46%	4%	($2.4)	($161.5)	NM
37	Northstar Television	$30.3	0%	100%	NA	($8.9)	NM
38	Fairmont Communications	$29.2	NA	100%	NA	($28.8)	NM

Last year's operating comparisons for broadcasting companies are mostly negative, but that is not surprising. Revenue changes reported for 1991 arranged themselves in a band around the 5.8% industry-wide station decline estimated by the Television Bureau of Advertising, and the 2.3% decline in spot radio. On the income side, 1991 ECI operating profits for broadcasters still produced relatively healthy margins.

Not surprisingly, the three network parent companies topped the revenue list, with the parent company of near-network Fox—News Corp.—coming in fourth. Two major station group owners, Westinghouse and Tribune, were the only two other broadcasters with $500 million-plus revenue.

Since most broadcasters are owned by media-dominated parent companies, it is not surprising that corporate earnings were down last year, as newspapers, magazines and other divisions also suffered. Only those companies with cable or entertainment divisions managed to offset some of the decline.

CABLE

ECI Rank	'91 ECI Revenue (in millions)	%Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 ECI Income (in millions)	'91 Total Net Earnings (in millions)	%Chg. in Net from '90
1. Time Warner	$4,731.0	5%	39%	$618.0	($99.0)	NM
2. TCI	$3,206.0	9%	84%	$760.0	($102.0)	NM
3. Continental	$1,039.2	11%	100%	$444.7	($161.6)	NM
4. Comcast	$647.1	11%	90%	$154.9	($155.5)	NM
5. SCI Holdings	$606.7	10%	100%	$95.7	($138.0)	NM
6. Cablevision Systems	$603.3	7%	100%	$53.4	($227.2)	NM
7. Times Mirror	$498.0	5%	14%	$97.2	$81.9	-55%
8. Cablevision Industries	$334.6	12%	100%	$16.8	($73.9)	NM
9. Century	$257.0	17%	93%	$56.1	($80.3)	NM
10. Adelphia	$250.2	9%	100%	$63.3	($141.3)	NM
11.Media General	$159.6	4%	27%	$18.4	($62.1)	NM
12. TKR Cable	$130.0	12%	100%	$42.1	$7.1	NM
13. TCA Cable	$127.0	12%	100%	$31.4	$8.5	79%
14. ML Media	$99.2	6%	100%	($19.8)	($51.0)	NM
15. Jones Intercable	$98.9	9%	100%	$47.1	($33.6)	NM
16. C-TEC	$76.1	19%	33%	$29.8	($12.3)	NM
17. Falcon	$45.9	17%	100%	$7.4	($10.5)	NM
18. ML Opportunity	$42.0	1%	100%	($42.4)	($79.2)	NM

Cable's top companies saw solid gains in a year when most other media categories did not. Cable penetration, though, continued to level off, moving slightly from 59% in 1990 to 60.6% in 1991, according to Nielsen. Total revenues increased more rapidly—Americans spent $18.2 billion on cable in 1991, compared with $16.7 billion in 1990. Total dollars spent are expected to be just under $20 billion in 1992. Spot and local ad revenue was just over $3 billion in 1991, compared to $2.5 billion in 1990.

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PROGRAMING

ECI Rank	'91 ECI Revenue (in millions)	%Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 Total Net Earnings (in millions)	% Chg. in Net from '90
1. Viacom	$1,711.6	7%	100%	($49.7)	NM
2. Turner Broadcasting	$1,383.0	5%	93%	$85.9	1,759%
3. Home Shopping Network	$1,035.5	7%	96%	($8.9)	NM
4. QVC Network	$921.8	19	100%	$19.6	NM
5. Paramount	$810.4	8%	21%	$122.2	-53%
6. Walt Disney Co.	$752.3	17%	12%	$636.6	-23%
7. King World Productions	$475.9	5%	100%	$90.6	8%
8. Gaylord Entertainment	$361.0	5	60%	$1.8	-73%
9. Westwood One	$144.4	-1%	100%	$8.8	NM
10. Charter Co. (8 months)	$122.7	—	100%	$13.0	1,164%
11. International Family Ent.	$113.7	22%	100%	$19.8	37%
12. Liberty Media	$106.8	42%	100%	$42.9	2,916%
13. Republic Pictures	$47.4	57%	58%	$0.6	-11%
14. dick clark productions	$41.8	39%	94%	$2.9	115%
15. All American Commun.	$27.5	NA	78%	($1.9)	NM
16. Playboy Enterprises	$26.7	-5	15%	$4.5	-28%

For companies whose primary exposure to the Fifth Estate is entertainment, the list is led by those predominantly in the cable programing business, with Viacom and Turner followed by two home shopping companies, Home Shopping Network and QVC Network.

But some in program production also benefited from positive revenue changes, with both Paramount, Disney and King World showing strong gains.

Although not shown above, the ECI income of most programers produces a wide range of margins. Corporate earnings were mixed.

Some of the major players in programing have larger media divisions elsewhere: Time Warner is listed in Cable; both Sony and Matsushita can be found in Technology, and News Corp is in Broadcasting.

TECHNOLOGY

ECI Rank	'91 ECI Revenue (in millions)	% Chg.in ECI Rev. from '90	ECI as % of total Revenue	'91 total Net Earnings (in millions)	% Chg. in Net from '90
1. Sony	$2,550.0	-4%	9%	$903.2	3%
2. Matsushita	$2,100.0	-4%	4%	$999.0	-49%
3. GI Corp.	$745.0	-9%	79%	($133.3)	NM
4. Ampex	$493.3	-20%	94%	($78.1)	NM
5. Harris Corp.	$451.0	—	15%	$19.5	-85%
6. Scientific-Atlanta	$355.8	-23%	72%	1.1	-98%
7. Tektronix	$293.6	5%	22%	$48.3	NM
8. 3M	$266.8	2%	2%	$1,154.0	-12%
9. PESA Chyron	$154.8	21%	100%	$4.8	85%
10. Eastman Kodak	$141.5	—	1%	$17.0	-98%
11. Varian	$100.7	-2%	7%	$57.5	NM
12. Zenith	$80.0	-30%	6%	($51.6)	NM
13. Motorola	$34.0	4%	1%	$454.0	-9%
14. C-COR	$26.2	-50%	80%	($3.5)	NM

The past year has proved tough for manufacturers highly concentrated in television and radio technology. Although new digital studio products are making inroads into the market, broadcasters describe themselves as in "maintenance mode" until budgets loosen and a true digital revolution begins.

Those companies selling equipment primarily to professional TV, radio and satellite experienced heavier losses than those with a broader array of consumer and government markets to serve.

AGENCIES & SERVICES

ECI Rank	'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 Total Net Earnings (in millions)	% Chg. in Net Earn. from '90
1. Saatchi & Saatchi*	$440.0	1%	76%	($118.4)	NM
2. WPP*	$339.9	—	35%	$57.5	-39%
3. Interpublic*	$283.4	-8%	55%	$94.5	18%
4. Dun & Bradstreet	$280.0	15%	6%	$508.5	—
5. Omnicom*	$281.4	—	41%	$57.1	10%
6. GM Hughes	$215.3	5%	2%	$435.5	-25%
7. Control Data	$201.7	—	13%	($9.8)	NM
8. Grey*	$166.2	—	67%	$4.3	-70%
9. FCB	$125.2	-1%	37%	($19.1)	NM
10. Comsat	$77.4	7%	15%	$44.8	NM
11. Reuters	$54.8	7%	2%	$429.5	10%
12. IDB	$53.5	-17%	51%	$1.5	2,287%
13. Unitel Video	$45.9	-2%	100%	$1.0	-18%
14. Burnup & Sims	$32.4	-19%	19%	($0.8)	NM

** ECI revenue numbers reflect U.S. operations only. Net earnings figures are for entire worldwide organization.*

The top advertising agencies, hit by the recession, all showed similar results for 1991. They managed to come in about flat in revenues derived from television and radio ad spending, compared with 1990. The media spending outlook is a bit brighter for 1992, although most analysts have lowered their initial projections. Forecaster Robert Coen of McCann-Erickson expects television ad revenues to increase 6.1%, down from a six-month earlier prediction of 7%.

The satellite services did not all have similar experiences in 1991. Comsat was up, while IDB was down considerably.

The ratings services also had disparate results in 1991, with Dun & Bradstreet's Nielsen Media Research showing solid gains, while Control Data Co.'s Arbitron stayed about flat versus 1990.

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life or death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)

STATE FARM INSURANCE

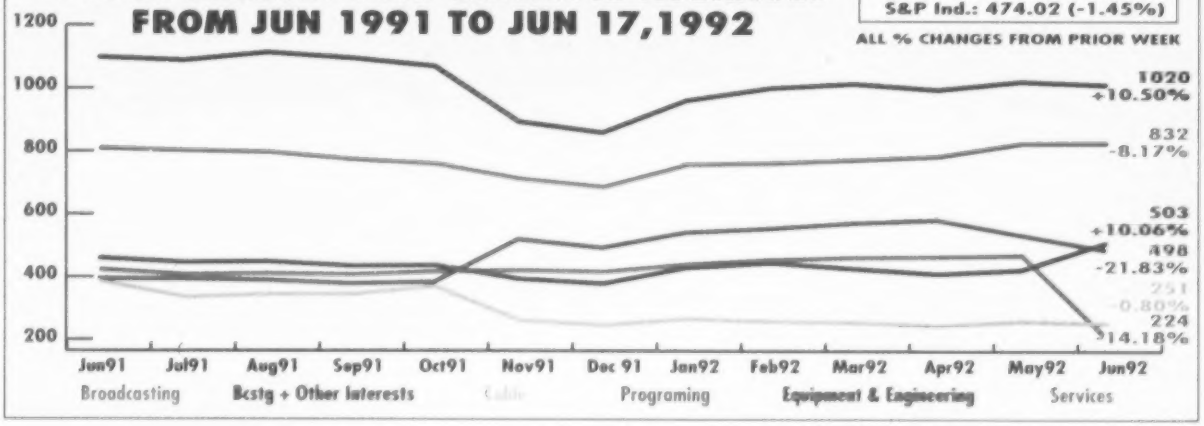
Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

TORNADO TACTICS

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 17,1992

NASDAQ: 553.24 (-2.90%)
S&P Ind.: 474.02 (-1.45%)
ALL % CHANGES FROM PRIOR WEEK



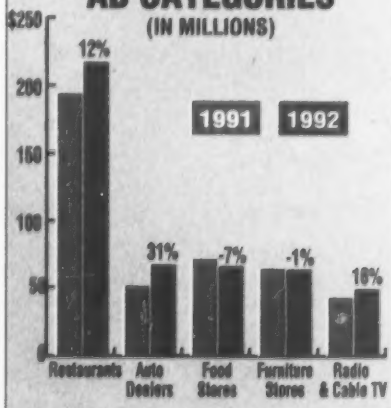
AD-SUPPORTED SYNDICATION REVENUE

(IN MILLIONS)

Source: Advertiser Syndicated Television Association

TOP 5 LOCAL TV AD CATEGORIES

(IN MILLIONS)



Source: Television Bureau of Advertising from data supplied by Arbitron's MediaWatch Service in the top 75 markets.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

Citing family considerations and a desire to complete the restructuring of WPIX-TV New York, VP/GM **Michael Eigner, in a surprise move, decided late last week not to assume the GM post at Tribune Broadcasting's co-owned KTLA-TV Los Angeles.** Instead, Tribune has signed **Greg Nathanson,** who recently resigned as president of Fox Television Stations Inc. (and as GM of KTTV(TV) Los Angeles), to take over the GM post at KTLA, which Steve Bell gave up to become president of Twentieth Television's network operations. Nathanson's appointment is effective July 1.

Middle East Broadcasting Centre Ltd., a London-based media company controlled by Saudi Arabian investors, **surfaced last week as the latest bidder for UPI.** The 85-year-old news service, which has been operating under Chapter 11 bankruptcy protection from its creditors since August, is scheduled today to run out of operating funds provided by another bidder, New York lawyer Leon Charney. UPI cannot consider MEBC's $3.5 million bid until Charney's exclusive negotiating period expires today. Also still involved in the bidding process is religious broadcaster Pat Robertson, who earlier withdrew a $6 million bid for UPI. Robertson is asking the bankruptcy court to force UPI to sell him its name and library for $500,000. A hearing on Robertson's request is scheduled for Tuesday, June 23.

In a deal valued at more than $240 million, **Alpha Lyracom Space Communications contracted Arianespace to launch three PanAmSat satellites** between April 1994 and May 1995. Combined with PAS-1, the four-bird system would make PanAmSat the first privately-owned international satellite system interconnecting the Atlantic, Pacific and Indian Ocean regions.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.0/225/98
2. Jeopardy!	10.8/214/97
3. Oprah Winfrey Show	9.9/231/98
4. Star Trek	9.5/245/98
5. Tribune Premiere Network	9.2/173/96
6. Entertainment Tonight	8.8/190/96
7. Married...With Children	8.8/174/93
8. A Current Affair	8.7/174/94
9. Wheel Of Fortune-wknd	8.7/191/94
10. Inside Edition	8.6/136/86
11. Cosby Show	8.6/209/98
12. Case Of The Lethal Lass	8.7/160/93
12. Donahue	8.7/223/97
14. Warner Bros Volume 29	8.6/128/93
15. Hard Copy	8.3/174/92

KKAM(AM)-KBOS(FM) **Fresno, Calif., were sold** by Richard C. Phalen Jr., receiver for Radio Fresno Inc., to CenCal Broadcasting Inc. **for $1.4 million cash.** Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, Calif. CenCal is headed by Stephen D. Miller and John W. Brocks. Miller is a former GM of the Fresno stations. Broker: Media Services Group Inc.

The National Hispanic Media Coalition filed a petition to deny Hallmark's $550 million sale of the Spanish language network **Univision** and its nine owned stations to a group of investors headed by Los Angeles entertainment entrepreneur A. Jerrold Perenchio and including Mexico's Grupo Televisa and Venezuelan-based Venevision. The coalition said the transferee is "likely to be unlawfully controlled by foreign companies" and may have filed a false financial certification. The coalition also argued that the proposed transaction will reduce the diversity of Spanish-language programing for U.S. viewers and reduce competition in the market.

Sunshine Network, the broadcast-marketing partner of the NHL's **Tampa Bay Lightning, has signed deals with WTOG(TV) St. Petersburg and WQYK(AM) Tampa** for broadcast rights, including a minimum of 10 regular season away games plus select away playoff games for the TV station and all games for the radio station.

Group W Sports Marketing is offering more than 600 college football games on 14 regional sports networks for the upcoming season, with rates ranging between $500 and $3,000.

Twentieth Television has sold *Doogie Howser, M.D.* in 35 markets—18 of the top 30 markets—representing 40% U.S. coverage for its fall 1994 off-network launch. Since last March, Twentieth has added 19 markets. Sitcom is being offered for cash plus barter (two minutes of national ad time for the initial cycle).

Former radio and current daytime TV host **Sally Jessy Raphael was named 1992 talk show host of the year** by the National Association of Radio Talk Show Hosts last week.

At last week's **BPME/BDA conference** in Seattle the cable community was actively courted to take a leading role (see page 22), but **new BPME chairperson Nancy Smith,** a native of Canada, is **looking to put international promotion executives in the spotlight** at next year's convention in Orlando, Fla. BPME reported that 3,092 people registered for the conference, down slightly from 3,138 last year in Baltimore. Smith, who is vice president of communications for Global Television of Toronto, estimated that 300 international promotion and marketing executives representing 27 coun-